

MAKING LIFE MORE FUN



Focusing On That One-Time-Use Camera

(NAPSA)—Though nearly 60 percent of American households own an expensive camera, when they leave it at home, or the battery is dead or the children want to take their own pictures, most families will turn to a one-time-use camera.

According to a recent survey conducted by Opinion Research Corporation, which was commissioned by Eastman Kodak Company, 90 percent of American consumers use one-time-use cameras, seeing them as a great alternative to expensive cameras if their expensive camera isn't available. When people want to protect their cameras from the elements (or the sticky fingers of small children), eight in 10 consumers turn to a one-time-use camera to capture crisp, clear, high-quality pictures.

There's even better news. One-time-use cameras, such as the Kodak HQ with improved 800-speed film and Ektanar lens, take great action and still pictures, in sunlight and in low light, with unbeatable clarity.

The one-time-use camera also makes a great addition to holiday celebrations and special events. You might try scattering some around the kids' holiday table and let budding photographers start snapping away. Or use one as a stocking stuffer; it's an inexpensive but thoughtful gift. With the following tips from June Harrison, a renowned professional photographer, everyone can tap his or her inner photographer:

• **Crop It Out:** Crop out anything you will not want to see in the viewfinder. Automatically and



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consistently, your eye should check the viewer and remove extra distractions around the subject.

• **Be Prepared:** Prepare for each shot as best you can. Ask yourself, "What or who is the subject of the photo and how can I best make it happen in two clicks?"

• **Get Close:** Step in closer to make your images more engaging and frame your subject. One giant step forward might make all the difference in the intimacy of the image.

• **Color, Color, Color:** Color can significantly impact your photos. Make sure to include color, when possible, to increase the visual impact of the print.

• **Keep It Real:** Whether the shots are candid action photos or posed portraits, watch for the real and genuine, an unguarded but uplifting moment and—snap—you've captured the moment of beauty. So for those special holiday occasions, be sure to capture all of your memories. To learn more about one-time-use cameras, visit www.kodak.com.